

**Abstract**

The present invention relates to a customer management system and method using LCD barcode displayed on mobile terminal. The present invention is capable of simply and conveniently identifying customers using commodity barcodes being widely used and customer information barcodes on cellular phones, realizing effective marketing at minimum cost according to the purchase propensities or preferences of the customers for commodities and rapidly providing the customers with a variety of commodity information and a variety of benefits based on the results of their barcode use at any place, thereby effectively managing the customers integratedly.

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